

FSC-188-C

December 14, 1995

TO ALL FIELD SALES PERSONNEL:

Our belief is that Kids should **NOT** smoke. Our retail customers must take steps to avoid selling cigarettes to minors.

In the past, I know, you helped them do precisely that. You gained their support for our "Support the Law Program." You got them on board, took their orders for materials, and made sure they followed through. I commend you for your efforts.

Now I want you to know first hand, about a massive new program that replaces Support the Law ... and all other tobacco sponsored programs. It comes from the Coalition for Responsible Tobacco Retailing. It's BY retailers FOR retailers. And it is the most comprehensive effort ever to prevent tobacco sales to minors.

This ongoing campaign aims to reach every retailer in America. Its message: We Card ... Under 18, No Tobacco. Its rationale: Support the law because it's right.

Our retail customers must realize ... if they don't take action to prevent youth smoking, someone else will take it FOR them. Right now, for instance, the Food and Drug Administration is ready to pounce. These bureaucrats will use any excuse to impose harsh retail restrictions. They're trying to regulate tobacco right out of existence!

We can not let them get away with this backdoor prohibition. That is why the Coalition for Responsible Tobacco Retailing is assembling such a thorough program. In its starter kit alone, the Coalition provides 14 valuable tools ... such as:

- We Card pins ... so sales clerks can easily get the point across;
- We Card decals, to alert patrons to store policy right up front;
- Age-of-Purchase calendars, so retailers will know at a glance whether a customer is old enough to buy cigarettes;
- Age-of-Purchase stickers;
- We Card counter signs & tearsheet pads;
- Breakroom reminder posters; plus ...
- Special videocassettes, audiocassettes, and workbooks to train sales clerks, step by step, in proven ways to prevent underage sales.

Best of all, every item is free. Your retailers may order each item individually OR order the entire kit/box, based upon their needs.

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The Coalition wants to make sure this valuable program reaches as many people as possible ... so they will bend over backward to accommodate each retailers needs.

Immediately, during normal coverage, you need to talk to your retail accounts about the Coalition's important new venture. Tell them that they should be receiving ordering information in the mail this month. They will be able to order materials three simple ways:

- They can call 1-800-WE ID968 toll free.
- They can fax their order toll free to 1-800-935-3968.
- They can fill out and return a postage-paid order card, which will be mailed to them by the Coalition.

I can not emphasize enough the crucial importance of this retailer program. It could dramatically reduce tobacco sales to minors. In addition, it could protect our whole industry against radical measures that go far beyond the state minimum-age laws.

"Support the Law" and "It's the Law" were vital first steps. Now it is time to move on to something even larger and more effective. We must support the retail communities new program ... a program for the next century ... a campaign for responsible retailing of tobacco products. Your challenge is to heighten the awareness of your retailers to this very important issue and to have them take action quickly. As partners we face this industry issue together.

Thank you.

Sincerely,

Jim Maguire
Senior Vice President - Sales